AMENDED IN ASSEMBLY AUGUST 23, 2001
AMENDED IN ASSEMBLY JULY 14, 2001
AMENDED IN ASSEMBLY JUNE 29, 2001
AMENDED IN ASSEMBLY JUNE 13, 2001
AMENDED IN SENATE MAY 30, 2001
AMENDED IN SENATE APRIL 25, 2001

SENATE BILL

No. 773

Introduced by Senator Speier and Assembly Member Jackson

(Principal coauthor: Assembly Member Alquist) (Coauthors: Assembly Members Chan and Goldberg)

February 23, 2001

An act to add Division 1.2 (commencing with Section 4050) to the Financial Code, relating to financial privacy.

LEGISLATIVE COUNSEL'S DIGEST

SB 773, as amended, Speier. Financial institutions: confidential consumer information.

Existing law provides for the regulation of banks, savings associations, credit unions, and industrial loan companies by the Department of Financial Institutions and by certain federal agencies, as specified.

This bill would enact the Financial Information Privacy Act of 2002, which would require a financial institution to provide specified notice to, and to obtain the consent of, a customer before disclosing to or sharing confidential consumer information, as defined, with any nonaffiliated 3rd party, subject to certain exceptions. The bill would

SB 773 — 2 —

also require a financial institution to provide its customers with *a written form that allows the customer* the opportunity to request, *among other things*, that the financial institution refrain from sharing the confidential consumer information of the customer with an affiliate of the financial institution *or outside companies*. The bill would provide that if the customer does not make this request, the financial institution would be allowed to market its own products or services to that consumer provided that the use of the customer's confidential consumer information be disclosed solely for the marketing of the financial institution's products or services.

This bill would provide that a financial institution shall not deny a consumer a financial product or service because the consumer has not provided the necessary consent that would authorize the financial institution to disclose or share confidential consumer information with affiliates of the financial institution. The bill would require a financial institution to comply with the consumer's request regarding confidential consumer information within 45 days of receipt of the request.

This bill would provide that the bill would not apply to disclosures between certain types of member-owned financial institutions and its affiliates provided the disclosure is primarily used for customer service purposes and not for marketing purposes.

This bill would also provide various civil remedies and administrative fines and civil penalties for negligent, or knowing and willful violations of these provisions.

Vote: majority. Appropriation: no. Fiscal committee: yes. State-mandated local program: no.

The people of the State of California do enact as follows:

SECTION 1. Division 1.2 (commencing with Section 4050) is added to the Financial Code, to read:

DIVISION 1.2. FINANCIAL INFORMATION PRIVACY ACT

5 6 7

8

9

4

4050. This division shall be known and may be cited as the Financial Information Privacy Act of 2002. This division shall become operative on July 1, 2002.

10 4051. (a) The Legislature intends for financial institutions to 11 provide their customers notice and meaningful choice about how **—3**— SB 773

consumers' personal information is shared or sold by their financial institutions.

- (b) It is the intent of the Legislature in enacting the Financial Information Privacy Act of 2002 to afford persons greater privacy protection than those provided in Public Law 106–102, the federal Gramm, Leach, and Bliley Act, and that this division be interpreted to be consistent with that purpose.
 - 4052. For the purposes of this division:

2

3

5

6

8

9

12 13

14

15

16 17

19

20

21

22

23

24

25 26

27

28

30

31

32

33

34

35

- (a) "Confidential consumer information" means personally 10 identifiable financial information (1) that a consumer provides to a financial institution to obtain a product or service from the financial institution, (2) about a consumer resulting from any transaction involving a product or service between the financial institution and a consumer, or (3) that the financial institution otherwise obtains about a consumer in connection with providing a product or service to that consumer. Any personally identifiable information is financial if it was obtained by a financial institution in connection with providing a financial product or service to a consumer, including the fact that a consumer is a customer of a financial institution. Confidential consumer information does not include publicly available information that is lawfully made available to the general public from (1) federal, state, or local government records, (2) widely distributed media, or (3) disclosures to the general public that are required to be made of federal, state, or local law, except that confidential consumer information shall include any list, description, or other grouping of consumers, and publicly available information pertaining to them that is derived using any nonpublic personal information other than publicly available information, but shall not include any list, description, or other grouping of consumers, and publicly available information pertaining to them that is derived without using any confidential consumer information.
 - (b) "Personally identifiable financial information" includes all of the following:
 - (1) Information a consumer provides to a financial institution on an application to obtain a loan, credit card, or other financial product or service.
- 38 (2) Account balance information, payment history, overdraft history and credit or debit card purchase information.

SB 773 — 4—

 (3) The fact that an individual is or has been a customer of a financial institution or has obtained a financial product or service from a financial institution.

- (4) Any information about a financial institution's consumer if it is disclosed in a manner that indicates that the individual is or has been the financial institution's consumer.
- (5) Any information that a consumer provides to a financial institution or that a financial institution or its agent otherwise obtains in connection with collecting on a loan or servicing a loan.
- (6) Any information collected through an Internet cookie or an information collecting device from a Web server.
 - (7) Information from a consumer report.
- (c) "Financial institution" generally means any institution engaging in financial activities as described in Section 1843(k) of Title 12 of the United States Code and doing business in this state. The term "financial institution" does not include the Federal Agricultural Mortgage Corporation or any entity chartered and operating under the Farm Credit Act of 1971 (12 U.S.C. Sec. 2001 et seq.), provided that the entity does not sell or transfer confidential consumer information to a nonaffiliated third party. The term "financial institution" does not include institutions chartered by Congress specifically to engage in a proposed or actual securitization, secondary market sale, including sales or servicing rights, related to a transaction of the consumer, as long as those institutions do not sell or transfer confidential consumer information to a nonaffiliated third party.
- (d) "Affiliate" means any person or entity that, directly or indirectly, controls, is controlled by, or is under common control with another person or entity.
- (e) "Nonaffiliated third party" means any entity that is not an affiliate of, or related by common ownership or affiliated by corporate control with, the financial institution.
- (f) "Consumer" means an individual who obtains or has obtained a financial product or service from a financial institution that is to be used primarily for personal, family, or household purposes, or that individual's legal representative.
- (g) "Control" means the direct or indirect possession of the power to direct or cause the direction of the management and policies of another entity. Control includes any of the following: (1) ownership or power to vote 25 percent or more of the

__5__ SB 773

outstanding shares of any class of voting security of a company, acting through one or more persons, (2) power in any manner over the election of a majority of the directors, or of individuals exercising similar functions, or (3) the power to exercise a directing influence over the management of policies of a company.

- (h) "Necessary to effect, administer, or enforce" means the following:
- (1) The disclosure is required, or is a usual, appropriate, or customary method to carry out the transaction or the product or service business of which the transaction is a part, and record or service or maintain the consumer's account in the ordinary course of providing the financial service or financial product, or to administer or service benefits or claims relating to the transaction or the product or service business of which it is a part, and includes the following:
- (A) Providing the consumer or the consumer's agent or broker with a confirmation, statement, or other record of the transaction, or information on the status or value of the financial service or financial product.
- (B) The accrual or recognition of incentives or bonuses associated with the transaction that are provided by the financial institution or another party involved in providing the financial service or product.
- (2) The disclosure is required or is a lawful method to enforce the rights of the financial institution or of other persons engaged in carrying out the financial transaction or providing the product or service.
- (3) The disclosure is required, or is a usual, appropriate, or customary method for insurance underwriting at the consumer's request, for reinsurance purposes, or for any of the following purposes as they relate to a consumer's insurance:
 - (A) Account administration.

- (B) Reporting, investigating, or preventing fraud or material misrepresentation.
 - (C) Processing premium payments.
 - (D) Processing insurance claims.
- 37 (E) Administering insurance benefits, including utilization 38 review activities.
- 39 (F) For internal research purposes.
- 40 (G) As otherwise required by federal or state law.

SB 773 -6-

 (4) The disclosure is required, or is a usual, appropriate, or customary method, in connection with the following:

- (A) The authorization, settlement, billing, processing, clearing, transferring, reconciling, or collection of amounts charged, debited, or otherwise paid using a debit, credit or other payment card, check, or account number, or by other payment means.
 - (B) The transfer of receivables, accounts, or interests therein.
 - (C) The audit of debit, credit, or other payment information.
- (i) "Financial product or service" means any product or service that a financial holding company could offer by engaging in an activity that is financial in nature or incidental to financial activity under subsection (k) of Section 1843 of Title 12 of the United States Code (the United States Bank Holding Company Act of 1956). Financial service includes a financial institution's evaluation or brokerage of information that the financial institution collects in connection with a request or an application from a consumer for a financial product or service.
- (j) "Clearly and conspicuously" means displayed in a manner that is readily noticeable, readable, and understandable to consumers. Factors to be considered in determining whether a notice or disclosure is clear and conspicuous include prominence, proximity, absence of distracting elements, and clarity and understanding of the text disclosure.
- (k) "Widely distributed media" means publicly available information from a telephone book, a television or radio program, a newspaper or a Web site that is available to the general public on an unrestricted basis.
- 4053. (a) A financial institution shall not disclose to, or share a consumer's confidential consumer information with, any nonaffiliated third party unless the financial institution has provided written notice to the consumer to whom the confidential consumer information relates and unless the financial institution has obtained a written or electronic consent acknowledgment from the consumer that authorizes the financial institution to disclose or share the confidential consumer information. A financial institution shall not deny a consumer a financial product or a financial service because the consumer has not provided the consent required by this subdivision to authorize the financial

__7__ SB 773

institution to disclose or share his or her confidential consumer information with any nonaffiliated third-party.

- (b) (1) A financial institution may not disclose confidential consumer information to an affiliate unless the financial institution clearly and conspicuously discloses annually, commencing on July 1, 2002, to the consumer in writing pursuant to Section 4054 that the information may be disclosed to an affiliate of the financial institution. Pursuant to this disclosure the consumer shall be provided an opportunity, before disclosure of information, 30 45 days from the date of postmark of the notice to direct that the confidential consumer information not be disclosed to an affiliate. A consumer may direct at any time that his or her confidential consumer information not be disclosed to an affiliate. When a consumer directs that confidential consumer information not be disclosed, that direction is in effect until otherwise stated by the consumer. A financial institution shall not deny a consumer a financial product or a financial service because the consumer has directed pursuant to this subdivision that his or her confidential consumer information not be disclosed to an affiliate. A financial institution may elect to comply with the requirements of subdivision (a) with respect to disclosure of confidential consumer information to an affiliate.
- (2) (A) A financial institution shall comply with a consumer's directions concerning the sharing of his or her confidential consumer information within 45 days of receipt by the financial institution.
- (B) The following form shall be sent by the financial institution to the consumer so that the consumer may make a decision regarding the sharing of his or her confidential consumer information:

IMPORTANT PRIVACY CHOICES FOR CALIFORNIANS

32 33 34

35

36

37

38

39

2

3

5

6

9

10 11

12 13

14

15

16 17

19

20

21

22

23

24

25

26

27

28

30

31

Under California law, you have a right to restrict the sharing of your financial information within our family of companies regarding your consumer purchases, account balances, and other personal information. We must also get your permission to share your financial information outside our family of companies. To exercise your choices call this toll-free telephone number _____, contact us via the Internet, or mark and sign the form below and

SB 773 — 8—

1 2	send it back to us in the self-addressed postage paid envelope.			
3	YOU MAY RETURN THIS FORM AT ANY TIME AND YOUR			
4	CHOICES WILL REMAIN IN EFFECT UNLESS YOU REQUEST			
5	A CHANGE. HOWEVER, IF WE DO NOT HEAR FROM YOU			
6	WITHIN 45 DAYS, WE MAY SHARE YOUR FINANCIAL			
7	INFORMATION WITHIN OUR FAMILY OF COMPANIES BUT			
8	WE MAY NOT SHARE YOUR FINANCIAL INFORMATION			
9	OUTSIDE OUR FAMILY	OF COMPANIES.		
10 11				
12	Please mark your choices belo	ow. See the enclosed for fi	urther information.	
13				
14	If you want to maximize your	privacy protection under	California law:	
15				
16	☐ I do not want you to share my financial information within your			
17 18	family of companies or wi	th outside companies.		
19	If you want to authorize the sharing of information, indicate your privacy			
20 21	choices below:			
22	☐ I want you to share my fin	nancial information such a	s my address.	
23	telephone number, purchases, account balances and other personal			
24	information with outside companies.			
25				
26	☐ You may share my financial information but I do not wish to be			
27	marketed through:			
28	O			
29	Telephone	Mail	E-mail	
30	Name:	Account Number:		
31				
32	Signature:			
33				
34	(a) When a financial in	-414-41141	-4	
• •	(C) W/DOD 0 TIDODO101 ID	CITILITION WITHOUT ATTILI		

35 (c) When a financial institution without affiliates with no more 36 than five affiliates and collective assets of up to and including \$1 37 billion enters into an agreement with a third party to offer, on an 38 exclusive basis, a financial service or financial product to its 39 customers, it may share a consumer's confidential consumer 40 information on an exclusive basis with the third party that offers __9__ SB 773

the financial service or financial product in the name of the financial institution, provided that the offer clearly states the name of the financial institution without affiliates that is a party to the making of the offer, and provided that the third party is prohibited from disclosing or otherwise using the customer information except as necessary to provide information about the financial service or financial product. For purposes of this subdivision, "third party" means financial institutions as defined in subdivision (b) of Section 4052. For purposes of this section subdivision, "exclusive basis" means a single outside service or product offered for each separate category of financial service or financial product provided in the name of the financial institution without affiliates with no more than five affiliates and collective assets of up to and including \$1 billion. Agreements entered into pursuant to this subdivision shall be subject to the requirements of subdivision (b) of this section.

3

5

6

9

10 11

12

13

14

15 16

17 18

19

20

21

22

23

24

25

26

28

29

30

31

32

33

34

35

36

37

38

- (d) If, pursuant to subdivision (b), the consumer declines to direct that confidential consumer information not be disclosed to an affiliate, then a financial institution may be allowed to market its own products or services to that consumer, provided that any confidential consumer information disclosed in the marketing of the financial institution's own products or services be disclosed solely to administer the marketing of the financial institution's own products or services and not for any other purpose.
- 4054. (a) A financial institution that proposes to disclose or share a consumer's confidential consumer information shall provide a written notice to the consumer that describes (1) the specific types of information that would be disclosed or shared, (2) the general circumstances under which the information would be disclosed or shared, (3) the specific types of persons or businesses that would receive the information, and (4) the specific proposed types of uses for the information.
- (b) A financial institution shall provide notices and consent acknowledgments to consumers as separate documents that are easily identifiable and distinguishable from other documents that otherwise may be provided to a consumer.
- 4055. (a) This division shall not apply to disclosures between a member-owned financial institution and its affiliates, or between like affiliates, provided that the disclosure is primarily for customer service purposes and not for marketing purposes, and

SB 773 **— 10 —**

3

5

8 9

10

11

12

13

14

15

16

17

19 20

21

22

23

24

25

26

27

28

31

32 33

34

35

36 37

38 39

40

that the financial institution meets all of the following requirements:

- (1) A majority of the financial institution's customers are members of the United States military services, veterans of the United States military services, and current or former spouses of these persons and the primary purpose of the financial institution is to serve these persons.
- (2) The financial institution and its affiliates are in compliance with Title V of the federal Financial Services Modernization Act.
- (3) Customers of the financial institution and its affiliates are informed in writing on an annual basis of the opportunity to opt out of information sharing among the institution and its affiliates for marketing purposes.
- (b) For purposes of this section, "marketing purposes" means for use in unsolicited telemarketing, unsolicited direct mail, or unsolicited commercial electronic mail for the primary purpose of encouraging the purchase or rental of, or investment in, property, goods, or services. For purposes of this section, "marketing purposes" shall not include communications to a person with that person's prior express invitation or permission, or in response to a communication from such person.
- 4056. (a) This division shall not apply to information that is not personally identifiable to a particular person.
- (b) Sections 4053 and 4054 shall not prohibit the release of confidential consumer information under the following circumstances:
- (1) The confidential consumer information is necessary to effect, administer, or enforce a transaction requested or authorized by the consumer, or in connection with servicing or processing a 30 financial product or service requested or authorized by the consumer, or in connection with maintaining or servicing the consumer's account with the financial institution, or with another entity as part of a private label credit card program or other extension of credit on behalf of such entity, or in connection with a proposed or actual securitization or secondary market sale, including sales of servicing rights, related to a transaction of the consumer.
 - (2) The confidential consumer information is released with the consent of or at the direction of the consumer.
 - (3) The confidential consumer information is:

— 11 — SB 773

(A) Released to protect the confidentiality or security of the financial institution's records pertaining to the consumer, the service or product, or the transaction therein.

- (B) Released to protect against or prevent actual or potential fraud, identity theft, unauthorized transactions, claims, or other liability.
- (C) Released for required institutional risk control, or for resolving customer disputes or inquiries.
- (D) Released to persons holding a legal or beneficial interest relating to the consumer.
- (E) Released to persons acting in a fiduciary or representative capacity on behalf of the consumer.
- (4) The confidential consumer information is released to provide information to insurance rate advisory organizations, guaranty funds or agencies, applicable rating agencies of the financial institution, persons assessing the institution's compliance with industry standards, and the institution's attorneys, accountants, and auditors, provided that the information obtained is not used for any other purpose.
- (5) The confidential consumer information is released to the extent specifically required under other provisions of law and in accordance with the Right to Financial Privacy Act of 1978 (12 U.S.C. Sec. 3401 et seq.), to law enforcement agencies, including a federal functional regulator, the Secretary of the Treasury with respect to subchapter II of Chapter 53 of Title 31, and Chapter 2 of Title I of Public Law 91-508 (12 U.S.C. Secs. 1951-1959), the California Department of Insurance, or the Federal Trade Commission, and self-regulatory organizations.
- (6) The confidential consumer information is released (A) to a consumer reporting agency in accordance with the Fair Credit Reporting Act (15 U.S.C. Sec. 1681 et seq.), or (B) from a consumer report reported by a consumer reporting agency, provided that the information obtained is not used for any other purpose.
- (7) The confidential consumer information is released in connection with a proposed or actual sale, merger, transfer, or exchange of all or a portion of a business or operating unit if the disclosure of confidential consumer information concerns solely consumers of such business or unit, provided that customers of an acquired, sold, merged, transferred or partially or fully exchanged

SB 773 — 12 —

business or operating unit are notified of their desire to disallow the sharing of any confidential consumer information and given 30 days after the completion of the sale, merger, transfer or exchange of all or a portion of a business or operating unit to communicate their preference to the remaining entity. During this 30-day period, customers of the acquired entity shall not have their confidential consumer information disclosed except as provided elsewhere in this subdivision. The notice referenced in this provision shall be substantially the same format as that delineated in Section 4054, and shall explicitly refer by name both the entity with whom the customer initially established the relationship and the name of the remaining business entity.

- (8) The confidential consumer information is released to comply with federal, state, or local laws, rules, and other applicable legal requirements; to comply with a properly authorized civil, criminal, or regulatory investigation or subpoena or summons by federal, state, or local authorities; or to respond to judicial process or government regulatory authorities having jurisdiction over the financial institution for examination, compliance, or other purposes as authorized by law.
- (9) When a financial institution is reporting a known or suspected instance of elder or dependent adult financial abuse or is cooperating with a local adult protective services agency investigation of known or suspected elder or dependent adult financial abuse pursuant to Article 3 (commencing with Section 15630) of Chapter 11 of Part 3 of Division 9 of the Welfare and Institutions Code.
- 4056.5. (a) The restrictions on disclosure and use of confidential consumer information, and the requirement for notification, disclosure, and opportunity for the consumer to either direct that the confidential consumer information not be disclosed or provided prior written consent, as provided in this division, do not apply to any person or entity that meets paragraph (1) or (2) except when confidential consumer information is or will be shared with an affiliate or third party.
- (1) The person or entity is licensed in one or both of the following categories and is acting within the scope of the respective license:
- (A) As an insurance agent, licensed pursuant to Chapter 5 (commencing with Section 1621), Chapter 6 (commencing with

— 13 — SB 773

Section 1760), or Chapter 8 (commencing with Section 1831) of Division 1 of the Insurance Code.

- (B) Is licensed to sell securities by the United States Securities and Exchange Commission.
- (2) The person or entity meets the requirements in paragraph (1) and has a written contractual agreement with another person or entity described in paragraph (1) and the contract clearly and explicitly includes, but is not limited to, the following:
- (A) The rights and obligations of the parties in the insurance or securities transaction.
- (B) An explicit limitation on the use of confidential consumer information about a consumer to transactions authorized by the contract and the requirements contained in this division.
- (C) The transactions specified in subparagraph (B) fall within the scope of activities permitted by the licenses of the parties.
- (b) The restrictions on disclosure and use of confidential consumer information, and the requirement for notification and disclosure provided in this division, shall not limit the ability of insurance agents and brokers to respond to written or electronic, including telephone, requests from consumers seeking price quotes on insurance products and services.
- 4057. (a) In addition to any other remedies available at law, any consumer may bring an action against any financial institution that negligently discloses or shares confidential consumer information concerning him or her in violation of this division, for either or both of the following:
- (1) Nominal damages of one hundred dollars (\$100). In order to recover under this paragraph, it shall not be necessary that the plaintiff suffered or was threatened with actual damages.
- (2) The amount of actual damages, if any, sustained by the consumer.
- (b) (1) In addition, any financial institution that negligently discloses or shares confidential consumer information in violation of this division shall be liable, irrespective of the amount of damages suffered by the consumer as a result of that violation, for an administrative fine or civil penalty not to exceed two thousand five hundred dollars (\$2,500) per violation.
- (2) (A) Any financial institution that knowingly and willfully obtains, discloses, or uses confidential consumer information in violation of this division shall be liable for an administrative fine

SB 773 — 14 —

or civil penalty not to exceed twenty-five thousand dollars (\$25,000) per violation.

- (B) Any financial institution that knowingly and willfully obtains, discloses, or uses confidential consumer information in violation of this division shall be liable upon a first violation, for an administrative fine or civil penalty not to exceed two thousand five hundred dollars (\$2,500) per violation, or upon a second violation for an administrative fine or civil penalty not to exceed ten thousand dollars (\$10,000) per violation, or upon a third or subsequent violation for an administrative fine or civil penalty not to exceed twenty-five thousand dollars (\$25,000) per violation.
- (3) Any financial institution that knowingly and willfully obtains, discloses, or uses confidential consumer information in violation of this division for financial gain shall be liable upon a first violation for an administrative fine or civil penalty not to exceed five thousand dollars (\$5,000) per violation, or upon a second violation for an administrative fine or civil penalty not to exceed twenty-five thousand dollars (\$25,000) per violation, or upon a third or subsequent violation for an administrative fine or civil penalty not to exceed two hundred fifty thousand dollars (\$250,000) per violation and shall be subject to disgorgement of any proceeds or other consideration obtained as a result of the violation.
- (4) Nothing in this subdivision shall be construed as authorizing an administrative fine or civil penalty under both paragraphs (2) and (3) for the same violation.
- (c) This section shall become operative on and after July 1, 2003.
- 4058. This division shall not be construed in a manner that is inconsistent with the federal Fair Credit Reporting Act (15 U.S.C. Sec. 1681 et seq.).
- 4059. The provisions of this division shall be severable, and if any phrase, clause, sentence, or provision is declared to be invalid or is preempted by federal law or regulation, the validity of the remainder of this division shall not be affected thereby.